

PROGRAM DISTRIBUTION SYSTEM

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Inventor: AKIHO MASATSUGU; FUJIMAKI JUNICHI; INAGAKI JUN

Applicant: ASUNETTO JAPAN KK

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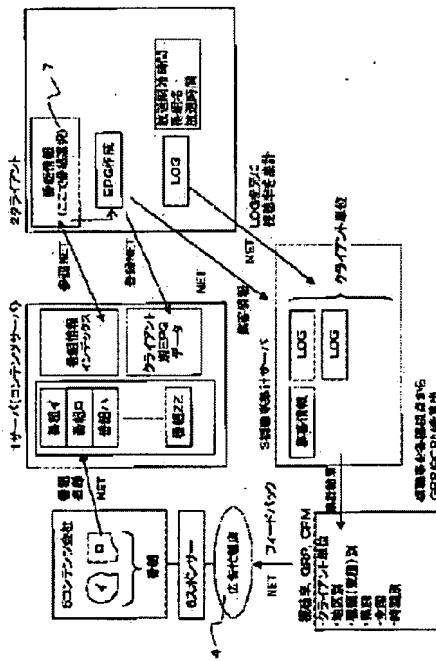
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Abstract of JP2003032710

PROBLEM TO BE SOLVED: To distribute a program selected by clients to displays in clients' equipment to know the audience rating of the broadcast program in actual number.

SOLUTION: Clients 2, a content server 1 and an audience rating server 3 are connected over an internet line NET. The clients 2 are specified public equipment e.g. hospitals. The content server 1 distributes a program to the hospitals 2 which then telecast the program on displays 7 in waiting rooms. The audience rating server 3 receives distributed program information about the program telecast in the hospital 2 and collected audience information about visitors (patients) to the hospitals, totals the distributed program information and collected audience information per hospital, calculates the audience rating of the telecast program in each hospital as program information, and feeds the calculation result back to sponsors 6 being program providers as audience rating information.



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